

Labour Party Critically Sick

Goldsmith's Position Precarious, But No X. or Leader in Sight

By EMMETT HARRIS

LONDON (JEWEL)—Having become the first party to British Parliamentary history to suffer three General Election defeats in a row, the Labour Party now finds its position in such a state that its survival is in doubt.

The verdict on its ability to win back power will not be given in the normal way, for the Labour Party has been defeated by the Conservative Government in the last three elections.

For months, for example, Goldsmith defended against what often seemed the majority in his own party, the view that the Labour Party should be a party of the people, not a party of the Government.

But now, in an attempt to reunite the party, four very able leaders have been appointed to conduct a new line of defence.

Let Argentina Think Again

It is with genuine regret, writes David (Harris), that the Argentine decision to send a representative to the Security Council is being met with such a hostile reception.

While agreeing that the Argentine's economic plight, as a football star, calls for a careful study of the problem of our footballers to the Argentine, the author points out that the Argentine's economic plight, as a football star, calls for a careful study of the problem of our footballers to the Argentine.

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An American Impression



Rescuee footprints on a Japanese landscape

Hiroshima Breeds Cancer

Survivors Stricken Twelve Years After A-Explosion

By Dr. ABRAHAM MARCUS

NEW evidence collected in Hiroshima reveals a startling increase in cancer among survivors of the 1945 atomic bombing. It is estimated that 10,000 survivors are now stricken with cancer.

Year	Population	Cancer Cases
1945	250,000	100
1950	250,000	150
1955	250,000	200
1960	250,000	300
1965	250,000	400
1970	250,000	500

There is a clear relation between the atomic bombing of Hiroshima and the increase in cancer. The study is continuing, and the findings are being carefully investigated.

AT THE CINEMA

Pity the Monkey
Two violent deaths and one near-rape, enacted against the alibi background of a water-front, hardly qualify La Nuit du Trépas for the title of the year's most cheerful picture.

HADASSAH BAY HAIN ENGLISH KAITANA
July and August Special term for high-school students. June 20 to July 5 English, sports, computer (own cost).

TOMORROW NIGHT at 8.15 sharp
at HET HILLER HALL, Balfour Street, Jerusalem
Public Discussion
NEGLECTED CHILDREN AND MEANS OF SAVING THEM

RECORD No. 1
In the new imported record series of T.N.T. JUST ARRIVED
BRANNS
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3. Tropic Overture, Op. 81.

HEBREW • ENGLISH • FRENCH
Courses and classes for adults, beginners and advanced students, at the KADIMAH SCHOOL in Balfour Street, Tel Aviv.

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MARGINAL COMMENT

A BOMB CALLED FEAR

By George Lamm

THE Japanese Government has finally decided that it is time to make a statement of its position on the U.S. demand for a full-scale investigation of the atomic bombing of Hiroshima.

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Polish Jews Found Eichmann

By H. SHIRAGA

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Argentine Painters' International Idiom

DAMIAN, Carlos, Buenos Aires, and Argentine painter and art critic, points out in his introduction to the exhibition of paintings by 24 contemporary Argentine artists at the Tel Aviv Museum (June 15-22) that the Argentine artist, the good or bad, never submitted to any ideological or cultural influence. The Argentine artist, he says, is a free man, and he is free to express himself in any form he chooses. He is not a slave to any ideology, and he is not a slave to any culture. He is a free man, and he is free to express himself in any form he chooses.



ELSA HENRIQUEZ: 'Composition' (oil). From Exhibition at Beit Disengoff.

DRAUGHTSMANSHIP AND MUTED COLOUR

Chana Bendov

THE Chana Bendov Gallery is showing paintings by Chana Bendov, who is in Israel on a visit from Paris, and whose work was last seen in Tel Aviv some five years ago.

This is a show with a lot of good things in it. While the artist's work has become both freer and more assured in the last five years, her jumping off point is still reality and even the more abstract of her paintings are clearly based on objects and scenes observed, such as the several still-life designs and patterns based on interiors which she shows. She has a delicate sense of color, and yet a very light touch. Her drawings are very light, and she is able to convey the feeling of movement. The drawings are very light, and she is able to convey the feeling of movement. The drawings are very light, and she is able to convey the feeling of movement.

Pincus Moreno

PINCUS Moreno, who was awarded a scholarship by the American-Israel Cultural Foundation a few months ago for further study abroad, is in Israel on a visit from Paris, and whose work was last seen in Tel Aviv some five years ago.

His art is all abstract, and he is a free man, and he is free to express himself in any form he chooses. He is not a slave to any ideology, and he is not a slave to any culture. He is a free man, and he is free to express himself in any form he chooses.

Inspiration from the Congo

MRS. Marina Gullin, who has a small, impressive show in Jerusalem's Beit Disengoff Museum under the auspices of the Council-General of Israel, is a well-known artist in her native Belgium. For several years the distinguished elderly lady has been living in the Congo, and she has been inspired by the primitive art and culture of the Congo.

the post office, building in the night. The artist's work is a free man, and he is free to express himself in any form he chooses. He is not a slave to any ideology, and he is not a slave to any culture. He is a free man, and he is free to express himself in any form he chooses.

Among the figurative works, the artist's work is a free man, and he is free to express himself in any form he chooses. He is not a slave to any ideology, and he is not a slave to any culture. He is a free man, and he is free to express himself in any form he chooses.



MINA WRONI: 'Composition' (oil). From Exhibition at Beit Disengoff.

The Costumes Are Imaginative

By EDA R. DAVIDOWITZ

Sublimely presented "Madame Bovary" by Jacques Riviere, who is in Israel on a visit from Paris, and whose work was last seen in Tel Aviv some five years ago.

THEATRE REVIEW

for displaying the handsome and startling costumes designed for her by Orla Poria. In addition to her own designs, she has also designed costumes for other plays.

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Paris Invitation

A HANON Kahane, who was awarded a scholarship by the American-Israel Cultural Foundation a few months ago for further study abroad, is in Israel on a visit from Paris, and whose work was last seen in Tel Aviv some five years ago.



EPHRAIM LIPSHITZ: 'Orchard' (oil). From Exhibition at Beit Disengoff.



RAHNA TRICHMAN: 'My Family' (oil). From Exhibition at Beit Disengoff.

IN THE GROOVE

THE U.S. Record Label Library (in Jerusalem at the Consulate-General on Meir Street) has a lot of new recordings, including some of the best of the Japanese artist still retains his power over the traditional medium of wood-cutting.

strong "My Musical Antiquary" and others of great interest to the Japanese. There are some new folk songs, too, including country and sea songs, and some of the best of the Japanese artist still retains his power over the traditional medium of wood-cutting.

In the same section one can find newly-arrived recordings of works by Black Copland and, of course, Gershwin, nearly all the opera by Puccini and some new opera like "The Ballad of Baby Doe" and "Hello Out There," giving an insight into other aspects of American composition. Y.S.

Textile Paintings Fair Decor

THE scraps of textiles that came a new kind of painting. The new kind of painting came a new kind of painting. The new kind of painting came a new kind of painting.

for the textile artist. Rahna Trichman's work is a free man, and he is free to express himself in any form he chooses. He is not a slave to any ideology, and he is not a slave to any culture. He is a free man, and he is free to express himself in any form he chooses.

At first sight, the pictures appear to be traditional paintings. Only after closer observation does the situation yield its secret—these are "textiles" as velvet, shantung, rayon, or ribbon cotton. And the delicate appears to be traditional.

Practically a novel, the artist's work is a free man, and he is free to express himself in any form he chooses. He is not a slave to any ideology, and he is not a slave to any culture. He is a free man, and he is free to express himself in any form he chooses.

Cubism Mixed with Expressionism

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Madzini

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Pauline Krewer

THE second exhibition at a Chagall House, P. Krewer's art, watercolors and drawings, is a free man, and he is free to express himself in any form he chooses. He is not a slave to any ideology, and he is not a slave to any culture. He is a free man, and he is free to express himself in any form he chooses.

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SUN-SWEETENED AND COOL AS THE SHADE

Orange Squash
Lemon Squash
Mandarin Squash
Grapefruit Squash
Raspberry Squash

with soda, water, for cocktails and baking.

Assis

The PILFER-PROOF SCREW-CAP guarantees that you have Genuine Squashes of Assis

Biased Look at Arab World

men dealing with the Arab world from a distance. The Arab-Israeli dispute has been the creation of political rights and institutions of power. Mr. Chubb's comments are a realistic appraisal of the single development in the Arab world in recent years has been the establishment of Israel. Millions of Arabs have lived under constant fear and tension—all are due to the final act ("In March, 1967, before the armistice was signed, the Jewish state of Israel was born.") To such a view it is not thousands and one fairly complex problem. The author's new edition of Said's account of the Arab world is a masterpiece. It is a masterpiece. The foreword to the Arab military campaign in Baghdad in 1968.

Late on the Scene

I'm trouble about Mr. Chubb's writings on the Arab world. He is a scene rather late and any real grounding in the Arab world. His things he says regarding the Arab revolution and in the one on "Arab Israel," are more than a person involved in the conclusive controversy. He cannot reasonably be accused of bad faith, the black-and-white picture of the Arab world. The Arab vanguard struggling against

...the first time in his life that he has been in a photograph. Within two years, says an old friend, Morris, a wisecracking, ebullient, and somewhat over-the-top character, will be getting yet far more of the image of the army, growing from C.P. Cavalry to great Greek post of the Middle East to the Marine's elite. Here, talkative and slender, he whistles in each other's ears while one of the others sits from the front of the line, listening intently. With the joy of an infant in his eyes, he takes his way to the city of the night of origin, the land of the drunkards and the Middle East. He even more than the others of the world and the world's wars, always, he is so.

[illegible]

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 A young lady, English,
 to care for 2 children
 evenings and afternoons -
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Stereo-typist: English
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Packaging and the Housewife

Exports and Supermarkets Aid Design Drive

By Helen Doolan

TO the Israeli housewife a lot of things are new. A new, sturdy, reliable, and often colorful, plastic container is one. A new, sturdy, reliable, and often colorful, plastic container is one. A new, sturdy, reliable, and often colorful, plastic container is one.

There are many reasons for this. First, the appearance of the supermarket, where the housewife's choice is undoubtedly influenced by a package's appearance. Next, the growing pressure of competition — and, where health and safety are concerned, in crowded villages by the government and Israel's consumer organization. Export activity also calls for better packaging with the local housewife standing to benefit from the growing pressure of competition — and, where health and safety are concerned, in crowded villages by the government and Israel's consumer organization.

What the Israeli housewife sees in her shopping trip is further complicated by factors peculiar to Israel. The market is very small, and the number of manufacturers is small. The number of manufacturers is small. The number of manufacturers is small.

Bread Without Wraps. Bread, like any other food, is properly wrapped and sealed. In a thoroughly sanitary fashion, but with such utter modesty that it cannot be the product of a designer.

Or she may find it in a more informal garb — that is, in an unsealed paper bag, but one which is at least sealed at the top.

Now, how is this package re-packaged in Israel? It is sold loose and carried home in a paper bag. It is sold loose and carried home in a paper bag.

Understandably, luxury items also show up well on the shelves. Gift liquor assortments by Stock are particularly appealing. These, together with the chocolate gift packs are some of the items one might buy as gifts with the knowledge that they looked as nice as they tasted.

The attraction of Charlotte Adams' cookbook is not only its recipes but the fact that every restaurant is described not only for service and price, but also atmosphere and decorations. Moreover, the author is as good a writer as a cook and reading her descriptions makes one usually not only hungry but also happy.

OF 10 YEARS STANDING SHAAR HA'AMAKIM Children's Best Home for children aged 6-12. This year — better, more pleasant, more fun than ever. 4 TERMS OF 2 WEEKS EACH (last term 10 days). Open during July and August. For registration and publications: SHAAR HA'AMAKIM, 21 Rehov Sifon, Tel Aviv. Tel. 21254.

ports on packages, both colors and textures, is a complex one. Obviously, Israel cannot have the American where previously everything from automobiles to housewares, thrown away after one use. But surely many manufacturers have been warded in handling returns. (Certain housewives enjoy the flimsy wrapping of sudden wealth which this practice creates.) There is not only waste, but serious health dangers as well.

Plastic bags? Handy, pleasant, useful — but sometimes one has the feeling that they are about to take over the world. America has been accused of going from barbarism to decadence without passing through civilization. In the limited area of packaging, Israel seems to have gone from old newspapers to barefootedness to an immense invasion of polyethylene, skipping the phase of thoughtful evaluation as to why, and where.

The use of pre-chooled cabbage and carrots in such bags makes sense: they can be stored safely and imbedded in their own plastic. But what about potatoes, tomatoes, onions? One need not have pantheistic leanings to worry about them sweating in a plastic bag. The whole housewife gives them from fresh air immediately.

In countries with larger economies, the Plastic Age, the use of such bags for infants' pillow covers has resulted in cases of suffocation; a warning to this effect must be printed on the bag.

At the supermarket, most also comes pre-packaged in plastic bags. This is a time-saving convenience. But housewives may experience the old strawberry-box problem with shops: the good ones are all on top. And the convenience of hamburger into tight plastic packs means a definite loss in freshness and lightness.

Some glass bottles — containing pickles or brandy — come with a plastic bag over-wrapping. This is effective and hygienic, but has its practical side as well: the glass is protected from the goo of leakage and breakage.

One enterprising merchant in Tel Aviv's Shuk Hacarmel, recently graduated from a stall to a shop, has installed a simple plastic bag machine for his chicken and olives. He weighs out the desired amount, adds juice, and hands it to you in a neat plastic bag. There is something impressive about this appearance of novelty in the Mid-Eastern chaos of the Shuk. But until the present generation of housewives dies out, there will always be some who find it not entirely right for pickles to travel about in their own plastic bags.

Instant soups — these have a bright, attractive look and are a good example of appealing, functional packaging. They show the end-product in a tempting way; the packs are easy to store and to open. The use of them, however, with which Israel is scoring a success as an export.

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The use of pre-chooled cabbage and carrots in such bags makes sense: they can be stored safely and imbedded in their own plastic. But what about potatoes, tomatoes, onions? One need not have pantheistic leanings to worry about them sweating in a plastic bag. The whole housewife gives them from fresh air immediately.

In countries with larger economies, the Plastic Age, the use of such bags for infants' pillow covers has resulted in cases of suffocation; a warning to this effect must be printed on the bag.

At the supermarket, most also comes pre-packaged in plastic bags. This is a time-saving convenience. But housewives may experience the old strawberry-box problem with shops: the good ones are all on top. And the convenience of hamburger into tight plastic packs means a definite loss in freshness and lightness.

Some glass bottles — containing pickles or brandy — come with a plastic bag over-wrapping. This is effective and hygienic, but has its practical side as well: the glass is protected from the goo of leakage and breakage.

One enterprising merchant in Tel Aviv's Shuk Hacarmel, recently graduated from a stall to a shop, has installed a simple plastic bag machine for his chicken and olives. He weighs out the desired amount, adds juice, and hands it to you in a neat plastic bag. There is something impressive about this appearance of novelty in the Mid-Eastern chaos of the Shuk. But until the present generation of housewives dies out, there will always be some who find it not entirely right for pickles to travel about in their own plastic bags.

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Understandably, luxury items also show up well on the shelves. Gift liquor assortments by Stock are particularly appealing. These, together with the chocolate gift packs are some of the items one might buy as gifts with the knowledge that they looked as nice as they tasted.

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VENTURE GALLERY, Anna Ribnikacher and Alma Mauer

Long Tour for Small Savings

VIP's had to get back

viewed during lightning hours of the country. It is not always we have the luck to meet with a pair of tourists like the Ribnikacher and Alma Mauer. The Ribnikacher and Alma Mauer are from the southern district of Tel Aviv, who have recently come to see the Land of Israel. They have been in the country for about a month now, and with the exception of the people they have seen, they have seen nothing else. Yet their visit has been fascinating to them, right from the start.

They had to make the trip in the car, and they have seen the small savings from 10 years of social work with the Church Youth Groups. They decided to go to see the Land of Israel. They have been in the country for about a month now, and with the exception of the people they have seen, they have seen nothing else. Yet their visit has been fascinating to them, right from the start.

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A wide range of attractively striped cottons are now in the shops and are easily made up into fresh cool summer frocks. Left: a straight top-puffed shirt worn with a loose jacket. Right: a square-necked shirt. Only a small amount of a wide range of striped cottons are now in the shops and are easily made up into fresh cool summer frocks.

Diary of A Housewife

By Hadassah Bar Haim

EVERYBODY has got something to say about smoking. Non-smokers, who have never been under the spell, say "Of course you can give it up. Look at me! I don't smoke and I don't want to. Smokers dismiss threats of lung cancer as nonsense and maintain that smoking is healthy. "Good for the nerves, you know, and when your nerves are relaxed you feel better all round." The greatest difference between smokers and non-smokers. This is true but does not go far enough. There are some characteristics which are acquired and sloughed off only when the habit has been vanquished. For instance the art of deception, first of others, then of oneself. At fifteen, the smoker will assure his father with a face as innocent as an angel that it is not he that empties the box on the sideboard. The high school girl persuades her mother that the smoky pall in her bedroom is a result of using hair curlers. They must have been a bit top heavy. Later on this develops into quite a science. A smoker will never admit how many he consumes in a day. If it is ten he will say it is five. Just after meals you know — helps the digestion. If it is two packets a day one of them gets lost in the sink. (Good thing, I suppose, that a rationalized out of existence. "Why, I must give away a pack a day at least." Pathetically they believe this themselves and have taken the first step to moral degradation.

IN a recent article in this paper it was pointed out that there are personality differences between smokers and non-smokers. This is true but does not go far enough. There are some characteristics which are acquired and sloughed off only when the habit has been vanquished. For instance the art of deception, first of others, then of oneself. At fifteen, the smoker will assure his father with a face as innocent as an angel that it is not he that empties the box on the sideboard. The high school girl persuades her mother that the smoky pall in her bedroom is a result of using hair curlers. They must have been a bit top heavy. Later on this develops into quite a science. A smoker will never admit how many he consumes in a day. If it is ten he will say it is five. Just after meals you know — helps the digestion. If it is two packets a day one of them gets lost in the sink. (Good thing, I suppose, that a rationalized out of existence. "Why, I must give away a pack a day at least." Pathetically they believe this themselves and have taken the first step to moral degradation.

IN contrast to these un-fortunately, consider the personality of one who has stopped smoking. (Not one who never started. "He just at once who never felt a cigarette." He has the advantage of an immense moral superiority. His will-power has been tried and not found wanting. He has no need to lie. He is not afraid of the truth (just maybe a small exaggeration about how many he used to smoke). The ashtray in his house is clean, the lungs in his chest are unclouded. Above all he has a never-ending topic of conversation.

I STOPPED smoking 14 years ago but even today I am ready to describe the process step by step to anyone who is interested and to many who are not. I was helped by the words of a favorite uncle who told me in a ringing voice that one who allowed a habit to master him was not a whole person. Afterwards I found out that he never lived down to less than two packs a day but the inspiration of his words remained.

ONE thing is obscure. One Where does all the money go which is saved by not smoking? From all the cigarettes I have not smoked, I might be rich.

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Fingernails

By Dr. Eliahu Yarom

IN several hundred years' study of the normal and abnormal development of the human body, it is said that so many gaps still exist in our knowledge, and that so many details remain to be investigated. One of the things that a doctor has neglected is the growth of fingernails and the effect of nutrition and illness on normal development, although diseases of the nails themselves have been a happy hunting ground for generations of dermatologists.

Presumably, our fingernails are relics of the claws that in earlier days of development were used as weapons and for holding prey. Monkeys have longer, stronger and more pointed nails than man, and this is true of most animals (except the horse family). Both domestic and wild. Babies are born with well-developed fingers and toes and even premature babies may have nails that grow just as quickly as those of full-term infants. One group of American doctors measured the growth of babies' nails and found little difference from the average speed of growth of adults. Some babies were given diets that for a short time were deficient in certain amino acids (part of the protein). Even when the diet had to be changed because the baby did not gain weight, the nails continued to grow as usual.

It is difficult to measure the growth of nails accurately and the research workers have had to develop photographic methods where the precise increase in length can be calculated from enlargements. Infant nails grow at the rate of a tenth of a millimetre a day or about an inch in 8 months if they are not cut. Growth slows down to 50 per cent of this speed in old age and, throughout life, women's nails may grow at a slightly slower rate than those of men. Measurements made on children with measles and high fever showed that nail growth stopped completely for different periods of time. In cases of mumps and blood poisoning, the nails stopped growing for a week or so. Children with tuberculosis had nails that grew quite normally. The effect of nutrition was tested in fat people who were on a drastic reducing diet of 800 calories for a prolonged period, and in these at least, nail growth was reduced to about half. Why some diseases slow down nail growth and others do not is by no means clear. The old belief that nails continue to grow after death has been tested and found to be true: they grow at normal rates for the first two or three days and then grow more slowly for a week or more. It is said that death should have less effect on the growth of nails than a good attack of measles.

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Marked Trend Towards Specialized Exhibitions

Fairs—Avenue of 'Commercial Penetration'

By N. SCHAEFER

ISRAEL'S entry as a participant in the trade-fair domain was foreboded six years ago when the then existing Committee of Fairs and Exhibitions was set up by Mr. Y. Yonai of the Foreign Ministry to observe several trade fairs, and to represent comparative standards of Israel's exhibition. This was followed up in 1957 when the newly founded Israel Company for Fairs and Exhibitions was set up by its directors, Y. Yonai, on a full-time basis on the same subject.

Developments in Israel trade exhibitions as an export promotion instrument provided UNICEF in Israel to include in their traineeship programme a seven-month study tour of the most important trade fairs in Europe and the U.S. in order to keep Israel in advance in this field. One of the more striking facts planned in the course of this tour was the size

of expenditures European states were regularly investing in fairs. Germany, Europe's top export country, allocated annually as much as \$15m. to export promotion through participation in international trade fairs. Austria, France, Italy and Great Britain spend about \$1m. each on exhibition budgets.

A break-away from general trade fairs, and a movement towards specialized fairs, is seen today, reflecting the prosperity of European industries, and is reinforced by the hunger for new commodities. The growing importance of the specialized international trade fairs is attested to by the fact that one of the oldest and most famous of continental trade fairs, the British Industries Fair, was discontinued because of its fading interest for professional buyers. The switch-over to specialized fairs in the German trade

fair system (which dominates today's European trade fairs) is a recognized fact. The German Industries Fair in Hannover, which was grandfathered by the British after the war, is considered the world's leading fair in heavy industry, with space sold for years in advance. Barring national pavilions, requiring demonstration of exhibits, limiting admission exclusively to professional buyers, German fairs are considered the best business buy in the field. Wide variations in policy exist. The Nürnberg Toy Fair is open to businessmen only, and children—the ultimate clients—are barred. On the other hand, Italy's "queen of fairs" in Milan, specializing mainly in light industries, draws on public attendance estimated at 4.5 million.

Why have national pavilions lost much of their appeal for fair organizers? Experts cite the political overtones, cultural and Luna Park amusements, all of which results in a negligible amount of actual business in proportion to the number of visitors attracted.

Information Booths National organizers of trade fair participation today sponsor most of their exhibits in specialized fairs, though information booths for general enquiries are often provided. Where business has not yet reached advanced levels, the general trade fair will continue to prove adequate for some time to come, as in most development countries.

Possibly the most novel entry in this context is the solo fair, involving mounting of a one-nation exhibit, by which a massive commercial penetration is achieved through the introduction of great quantities of consumer and capital goods. The German Industries Fair in Cairo in 1957, the French Industry and Commercial Fair in Lima

in the same year, the Italian Industries Fair in Tehran in 1959, and the British Industries Exhibition, which has just opened in New York, are the most recent conspicuous events in this sector.

With many African countries on the threshold of independence, solo exhibits from European nations India and Japan are doing their utmost to inherit the commercial standing of the departing administrative state.

The U.S. is the home of specialized fairs par excellence in the field. Wide variations in policy exist. The New York Importers maintain their own well-stocked showrooms.

The Chicago International Trade Fair has a new and vital function to fulfill as the Midwest is becoming more import-minded, and the opening of the St. Lawrence Seaway has furnished with an additional asset, which may turn it into a major commercial institution.

These lessons have been learned well by the Israel Company for Fairs and Exhibitions, organizer of Israel's participation at trade fairs abroad. Israel has participated at specialized trade fairs, including a first Israel solo exhibit in Kenya which achieved excellent results, and recent gold medals and prizes awarded to Israel pavilions prove that she has acquired a professional "know-how" in the exhibition field. Moreover, the fact that some foreign countries have approached Israel for guidance on this subject and the invitation accorded to Israel to take part in conventional representation of the International Fair participating organization all bear witness to the reputation this country has acquired in the trade fair field.

St. Lawrence Seaway Opens Midwest to Trade

By N. YAARI

MEASURED against 1958, the years prior to the opening of the St. Lawrence Seaway, Israel's imports from the region served by the Seaway have increased five times, and her exports to it doubled. The Seaway has brought the Great Lakes within the orbit of international sea-routes, opening the vast region fronting on the Lakes' littoral, containing the world's largest center of industry and agriculture, to direct overseas trade. Direct trade links combined with reduced transportation cost are expected to add new incentives to expansion of trade between this region and the world overseas. Already, an increasing number of ocean-going vessels are plying the seaway route, and among them are Israeli vessels on regular schedules.

Some trade between Israel and the U.S. Great Lakes region has existed since the Seaway was developed. An important part of Israel's imports from the U.S.A. have always come from this resource-rich region, which produces 84% of the total U.S.A. car production, 61% of industrial and agricultural machinery, 75% of steel, and 61% of wheat. A question arises whether the region's share of the Israel market was adequate, and a similar question may be asked about the share of Israel goods exported to the U.S.A. which has found its way into this region, with its population of over 20 million.

In the past, the trade with this region was an indirect one, through the commercial center on the Atlantic seaboard. It is only in more recent years that relatively small cargoes were moved by small Lake vessels steaming direct between Lakes ports and overseas destinations. The real barrier to increasing trade evidently lay in the shallow-draught keels in the St. Lawrence canal, which have now been eliminated.

Until recently, Zim Israel Navigation Company operated a regular service between the Mediterranean and U.S. Atlantic seaboard ports, carrying cargo for the region of the Great Lakes. It was part of its business, and in taking note of this, "Zim" decided to establish a regular line to the Great Lakes even before the seaway was opened to trans-ocean shipping.

Total inward and outward cargo on the Israel line to the Great Lakes increased from 18,000 tons in 1958 to nearly 44,000 tons in 1959, and while the major part of the traffic was foreign, both in origin and destination, Israel's direct trade with the seaway region increased considerably.

On better still, the untranslatable term of "know-how" is the first "must" of exhibitions, according to David Gutstein. He sees every display unit as a separate entity, entitled to convey its visual impact free from the influence of neighboring units. He believes that the display produced must use its own materials to symbolize it and must be devoid of the drama of foreign background props. The individual display unit, he thinks, should be the focus of attention on its own merits, and not be lost within the framework of uncluttered interiors and attempts to expand artificially the display area by means of various irregular shapes.

Sophisticated Approach Gutstein stresses that a sophisticated approach often means just so much money and effort wasted, and in his opinion an exhibition is not justified if it seeks to satisfy pure aesthetics.

As far as the overall representation of Israel is concerned, he makes frank use of what he terms "effects" which would be considered clichés in Israel. He recommends the widespread use of photographs and antiquities, or symbolic locations generally accepted abroad and suitable as settings for the props.

Gutstein creates a show and display booth of rolling contours with a "maritime" touch, emphasized by the porthole-shaped display windows.

"Lighting effects"—which he are an integral part of the display—should be used but not seen," Gutstein summarizes.

He believes that the display should be a psychological approach. He supports a sober, realistic approach, based on the fact that the visitor is not a tourist, but a professional buyer. The most perfect product, Vardimon stresses, must have a known name and reputation to catch the buyer's eye. In his approach, he is linking Israel's agricultural exports to the Bible as a means of accentuating Israel's agricultural tradition. But Vardimon is definitely against a "wholesale" "biblical line" which he believes is "out" for the African and Asian continents. "These countries have come to connect missionaries with imperialism," he said.

"Anything we have in common with the countries in which we are exhibiting, or better still, with the things neither of us have—should be stressed in the utmost in order to develop an atmosphere of common interest," Vardimon says.

We should avoid chauvinism," says Albin Glazer, a 40-year-old graduate of the Cranow Academy of Architects who came to Israel in 1950; Glazer Vardimon, 44, who came on aliyah in 1935 as a graduate of the Dresden Academy of Arts; forty-one-year-old Albin Glazer, born in Czechoslovakia and a graduate of the Prague Academy.

The lone dissident was August B. Sak of Sak Idea Associates, formerly the leader of "Craftsmasters" of New York City. A newcomer just seven years in the country, Sak has perhaps the widest professional experience of the four and was active in the motion picture and television industry of the United States.

Glazer is an advocate of the "uniform idea" for any exhibition. It must link all displays into one single and consecutive unit, he believes. This is achieved by providing one basic shape applied in different variations, to serve as background for the displays. Whatever style is adopted, Sak is against half-measures. In modern, then go whole hog. Though he recognizes the importance of keeping his exhibits comprehensive in view of permanent budget problems, he believes that adequate results can be achieved by concentrating on these main points. These are—the entrance, which should



Architects in Lively Debate on Fair Aesthetics

By ZEEV SCHUL

DOES an "Israeli style" design or colour scheme exist? The majority of architects and interior designers, entrusted with the representation of Israel at various international fairs and exhibitions, are divided in opinion. The most perfect product, Vardimon stresses, must have a known name and reputation to catch the buyer's eye. In his approach, he is linking Israel's agricultural exports to the Bible as a means of accentuating Israel's agricultural tradition. But Vardimon is definitely against a "wholesale" "biblical line" which he believes is "out" for the African and Asian continents. "These countries have come to connect missionaries with imperialism," he said.

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The lone dissident was August B. Sak of Sak Idea Associates, formerly the leader of "Craftsmasters" of New York City. A newcomer just seven years in the country, Sak has perhaps the widest professional experience of the four and was active in the motion picture and television industry of the United States. Glazer is an advocate of the "uniform idea" for any exhibition. It must link all displays into one single and consecutive unit, he believes. This is achieved by providing one basic shape applied in different variations, to serve as background for the displays. Whatever style is adopted, Sak is against half-measures. In modern, then go whole hog. Though he recognizes the importance of keeping his exhibits comprehensive in view of permanent budget problems, he believes that adequate results can be achieved by concentrating on these main points. These are—the entrance, which should

arouse curiosity and confidence; some point half way through the exhibit, which should again surge to above average levels; and finally a parting shot. Returning to the possibility of local style, Sak claims that this depends mainly upon the inventiveness of the designers, but that there is a certain of crafts to choose from. "Tossing up just one idea, he suggests for instance the use of coloured sand—possibly as a tabernacle centrepiece. He believes that

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